

ABSTRACT OF THE DISCLOSURE

An automated system and method for communicating product information to consumers through a central computer using a distributed computer network. The central computer is connected to a plurality of public health and product recall information sources through a public network such as the Internet. Consumers purchasing or otherwise linked with products submit product information to the central computer. The central computer establishes a link between the user and associated product information and stores the data in a database. User medical information is also submitted to and retained by the central computer. Upon receipt of product update information, which may include recall notification or other product warnings from the public health or product recall information sources, the central computer accesses the database and identifies user-product links impacted by the product update information and automatically initiates electronic or other communications to affected users. Similarly, users purchasing products can access the central computer and search for stored product information which may impact the purchasing decision. Medical treatments may also be verified against information stored in the central computer pertaining to user health conditions, other treatments currently being undertaken, etc. to avoid dangerous interactions. Through the central computer and distributed computer network, consumers may be readily and inexpensively notified of highly pertinent product information, as well as medical data, as it becomes available and before any potentially adverse effects are incurred.